

Svetlana Shelaeva

Senior UX/UI Designer, Product Designer, Interaction Designer

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EXPERIENCE

UX/UI Designer

[Harland Clarke](#) 08/2020 - 10/2020 Remote

Company Description

- Made design updates to a web application for ordering checks by customers and bank agents
- Created wireframes and final visual mockups using Axure and Figma
- Worked in close collaboration with developers in agile environment

UX Designer

[United Airlines](#) 08/2017 - 03/2020 Houston, TX

- Designed web and mobile applications used by thousands of flight attendants to manage their schedule and other work aspects
- Created wireframes, pixel-perfect design mockups and interactive prototypes
- Developed personas, user journeys and other UX deliverables to address user needs
- Conducted user interviews and usability tests to validate the design decisions
- Worked in close collaboration with developers, business managers and other stakeholders
- Created UI specifications for the developers to insure the proper implementation of the design solutions

UX/UI Designer

[HP Inc.](#) 07/2016 - 07/2017 Houston, TX

- Developed clear and easy-to-use UI for complex web, desktop and mobile applications for HP's Device-as-a-Service (DaaS) product
- Developed user flows and sitemaps, wireframes, interactive prototypes and pixel-perfect design mockups
- Collaborated with the design, development and marketing teams to define and implement the best design solutions
- Maintained and developed UI guidelines
- Conducted detailed UI reviews to maintain the high quality of the design implementation

Sr. UX Designer

[Redsoft Digital Agency](#) 11/2014 - 05/2015 Moscow, Russia

- Worked closely with customers to produce the best possible solutions for each case
- Conducted user interviews and observations
- Designed UX/UI of the website of the largest Russian IT hardware vendor and supervised the development process
- Conducted usability analysis of a large online marketplace

UX Designer

[Redsoft Digital Agency](#) 09/2012 - 11/2014 Moscow, Russia

- Developed information architectures, wireframes and prototypes
- Created UI specifications for the developers
- Created personas, user stories and user flows to understand user needs
- Analysed usage data to define gaps in the existing products using web analytics tools
- Created a systematised database of UX knowledge and practices for the company

SUMMARY

I have more than 7 years of experience creating UX/UI design for complex websites and web/desktop/mobile applications for a variety of industries. My work is based on the thorough knowledge of the end-to-end UX process, as well as the expertise in the main UX/UI software tools and technologies.

STRENGTHS

- 🧠 Structured mind
- 👤 Strong collaborator
- 🔧 Highly reliable and responsible

SKILLS

User-Centred Design	Interaction Design	
Visual Design	Wireframes	
Information Architecture	User Interviews	
Usability Testing	Use Cases	
User Flows	UI Specifications	UI Kits
Mobile Design	HTML/CSS (basic)	
Sketch	Adobe Photoshop	Figma
Adobe Illustrator	Axure RP	Invision

EDUCATION

Master's Degree in Art History

[Russian State University for the Humanities](#)

2007 - 2012 Moscow, Russia

CERTIFICATIONS

Front-End Web UI Frameworks and Tools

[The Hong Kong University of Science and Technology](#)

HTML, CSS and JavaScript

[The Hong Kong University of Science and Technology](#)